MONTHLY TOURISM REPORT
SEPTEMBER 2025

Ocean City MD

HOW WE MEASURE TOURISM:

Ocean City's tourism performance is measured through key indicators such as hotel and short-term rental data (STR & AirDNA), Room Tax collections, and marketing metrics like social media, website traffic, and e-newsletter engagement. We also consider peer market comparisons, weather, events, and holidays to provide a well-rounded monthly snapshot of our destination. While this report doesn't capture every tourism KPI, we hope it offers valuable insight and helps tell the story of our community each month.

HOTEL PERFORMANCE

Ocean City held strong through 2025, with September results showing a steady trend from the previous year. Steady **Occupancy**, consistent **ADR**, and **RevPAR** are a reflection of consistent pacing, group & leisure strategy, and steady visitor demands across accommodation types.

Occupancy	59.5%	-.6%
ADR	$181.61	-1.8%
RevPar	108.13	-2.4%

SHORT TERM RENTALS

While it may seem like occupancy percentages are down, the **ADR** of $355 and **RevPar** of $166 are still significant increases over last August, with 47% **occupancy.** Out of 7,060 available listings, there were 6,419 booked, indicating there was still demand for inventory before the opening of schools for the year.

Occupancy	47%	-9%
ADR	$355	+10.1
RevPar	$166	+0.2

ROOM TAX

September 2025	September 2024
TBD	**$3,182,466**

Note: Room Tax data is typically reported with a delay of approximately 8 weeks.

VISITOR PROFILE

Sourced from **Zartico**, our Visitor Profile highlights anonymized mobile location data to help us understand who is coming to Ocean City, including where they're from, how long they stay, and how often they visit. This data provides valuable insight into traveler behavior and helps guide strategic planning.

Baltimore	24%	**Pittsburgh**	4%
Washington, DC	20%	**Wilkes Barre Scranton**	4%
Philadelphia	14%		
HLLY	10%	**Altoona**	2%
New York, NY	6%	**Norfolk, VA**	1%

WEB & SOCIAL ENGAGEMENT

Website and social media insights are gathered from multiple platforms, including **Zartico**, **Google Analytics**, and **Sprout Social**. This data helps us understand visitor engagement, travel intent, reach, and overall impressions, offering a clearer view of how audiences are interacting with Ocean City online.

WEB SESSION BY CATEGORIES	
Home Page	58.5%
Events	22.9%
Outdoor Adventure	6%
Conventions & Meetings	4.4%
Arts & Entertainment	2.1%

MONTHLY WEB SESSIONS

389,391

+ 52% change over prev. year

AVG SESSION DURATION

02:27

+ 4% change over prev. year

Facebook Impressions: 3.9M | Engagements: 94,784

Instagram Impressions: 3.1M | Engagements: 10,965

SEPTEMBER WEATHER & EVENTS

According to **The Weather Channel**, In September, Ocean City, MD experienced warm, pleasant conditions with highs around 80 ℉ early in the month cooling to the low 70s, and ocean temperatures remaining near 74 ℉—ideal for lingering summer activities. Rainfall averaged about 3.8 inches over 10 days, with the continued hurricane season occasionally bringing rough surf and stormy weather sporadically.

Except for one day of off shore storm weather, the conditions were great for another year of Ocean's Calling. Milder evenings made for pleasant outdoor dining, walks, and evening activities. Fewer crowds than in peak summer months, making OC attractive for tourism, lodging, and local businesses.

REPORT SUMMARY:

Ocean City demonstrated steady strength throughout September, maintaining strong visitor interest despite a softening travel market. Favorable weather, smart pricing strategies, high short-term rental performance, and strong digital engagement all underscored the town's solid tourism foundation. This success reflects the dedication and collaboration of our Tourism team and partners, keeping Ocean City well-positioned for continued growth in a changing market.